

## **PRESS RELEASE**

**5 February 2007**

### **NEW SALES DIRECTOR AT DON WHITLEY SCIENTIFIC**

Steve Robertson has been appointed as Sales Director at Don Whitley Scientific. DWS develops, manufactures and sells instrumentation and associated products for microbiological applications worldwide, producing market-leading products that are backed by excellent customer support.

With over 20 years' experience with the company across several departments, Steve has extensive knowledge of the business. In his previous position as Business Development Manager Steve played a key role in the purchase of two other companies, a venture that doubled DWS' service business.

Speaking about his new role Steve commented: "As Sales Director I will be responsible for continuing to chart steady growth for Don Whitley Scientific, guiding the introduction of many new products. As new markets are opening up for us, beyond traditional microbiology applications, I will be addressing this opportunity and taking our engineering solutions into other types of laboratory."

As Sales Director, Steve will ensure that the DWS philosophy of supplying innovative products with excellent service and support is continued as the company diversifies its international customer base.

### **Editor's Notes**

Further details can be obtained by telephoning Deborah Robinson, Marketing Manager, on **01274 595728**.

Don Whitley Scientific Limited is an independent family owned business founded by Don Whitley in 1976. It has rapidly grown to be a leading supplier of innovative equipment to the microbiology industry and a leading microbiology contract laboratory. The company now sells to both public and private sectors throughout the world from its base in Shipley, West Yorkshire.

Full details about Don Whitley Scientific Limited can be viewed at [www.dwscientific.co.uk](http://www.dwscientific.co.uk).